

FIGURE 1

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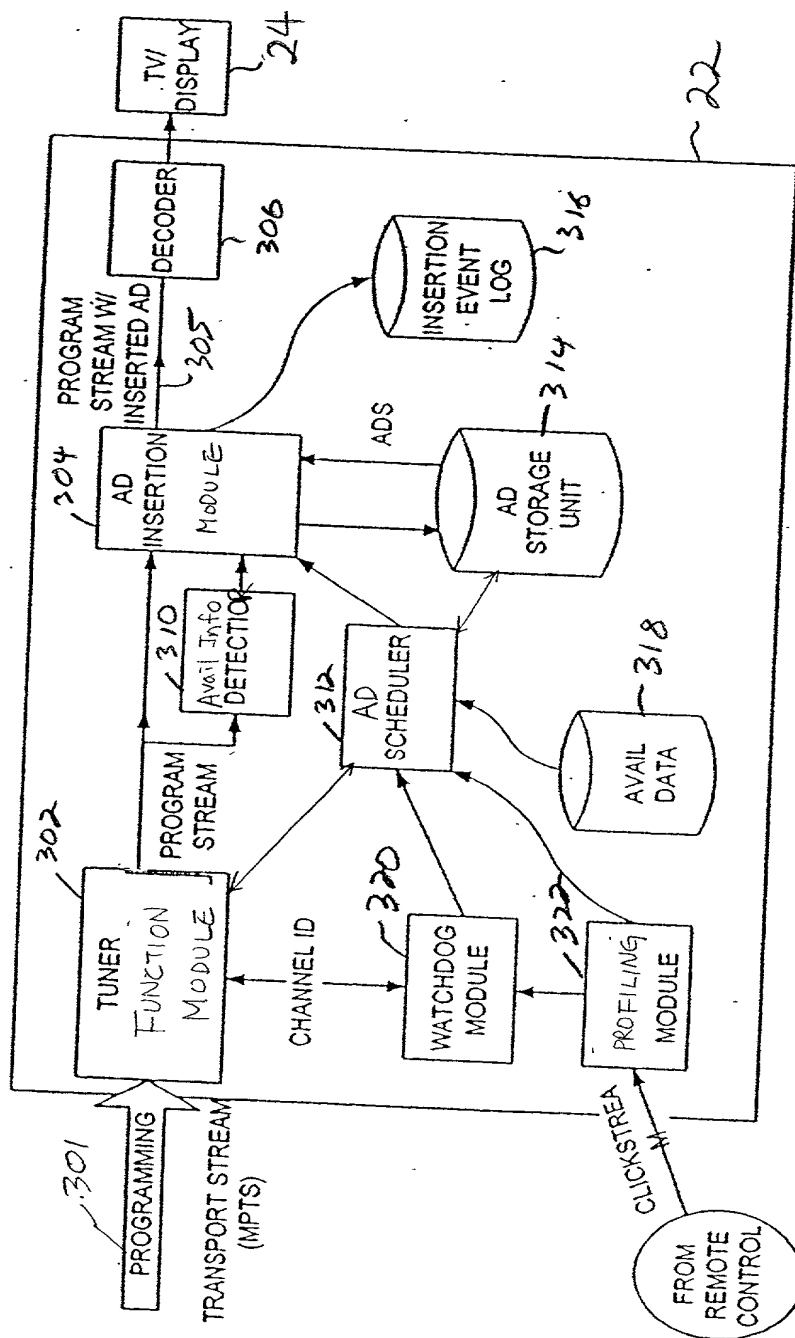


Figure 2

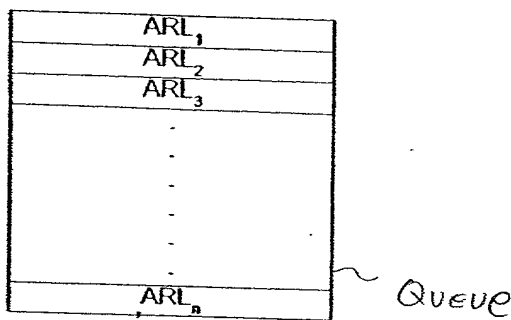


Figure 3

Table 1. Demographic characteristics of the study population	
Age (years)	Mean (SD)
Male	55.2 (10.5)
Female	58.1 (11.2)
Marital status	
Married	78.5%
Single	12.3%
Divorced	8.2%
Widowed	1.0%
Education level	
High school or less	65.4%
College	34.6%
Income (USD/month)	
< 1000	25.1%
1000-2000	45.3%
> 2000	29.6%
Occupation	
Professional	32.1%
Managerial	18.7%
Service	22.5%
Unemployed	15.2%
Retired	11.5%
Health status	
Good	68.9%
Fair	21.3%
Poor	9.8%
Smoking status	
Smoker	35.4%
Non-smoker	64.6%
Alcohol consumption	
Regular	12.1%
Occasional	28.5%
Never	59.4%

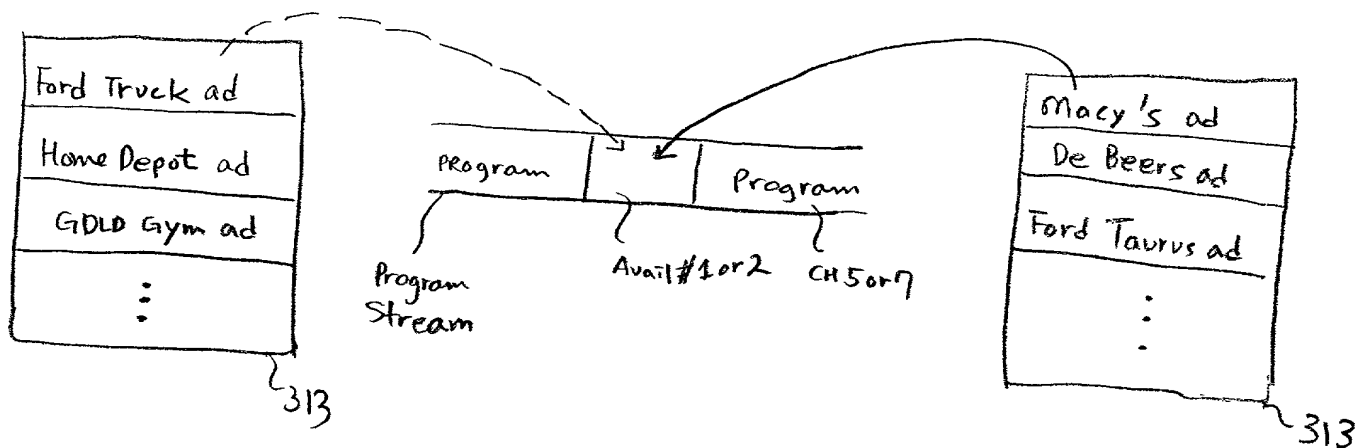
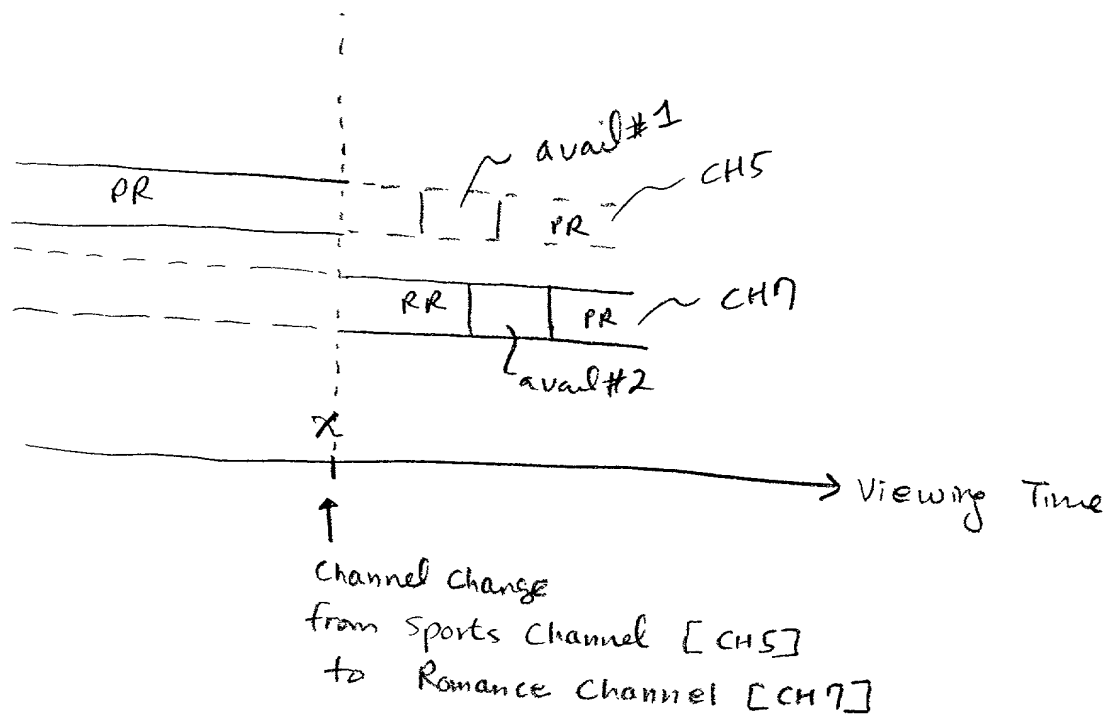


FIGURE 4

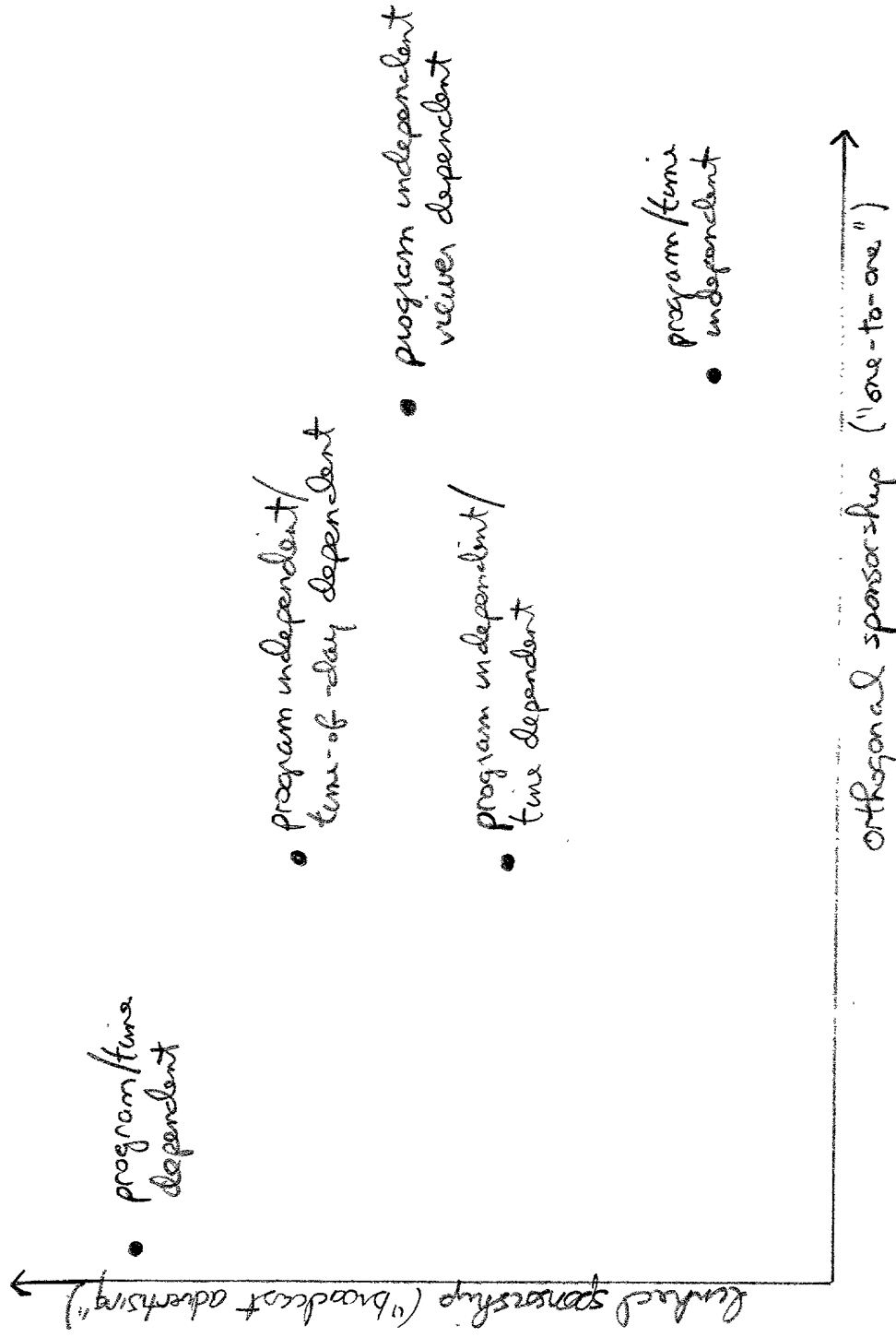


FIG. 5

AD QUEUE	TIME OF DAY	PROGRAMS	VIEWER
FORD	6-9PM		
MACY'S			A
KRAIT	9-12AM	SOAPS	
WALMART			
:			
SEARS	6-9PM	BUFFY	B

FIG. 6